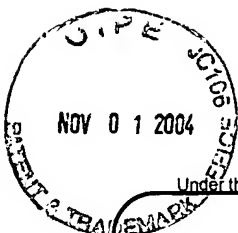


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PTO/SB/21 (02-04)

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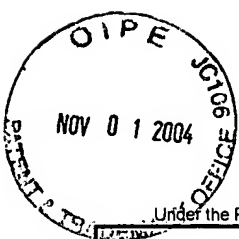
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|---|----------------------|------------------------|---------|
| TRANSMITTAL FORM (to be used for all correspondence after initial filing) | Application Number | 10790,330 | |
| | Filing Date | 1 MAR 2004 | |
| | First Named Inventor | König | |
| | Art Unit | 2611 | |
| | Examiner Name | UNKNOWN | |
| Total Number of Pages in This Submission | 27 | Attorney Docket Number | HMM-100 |

| ENCLOSURES (Check all that apply) | | |
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4. Cited References (23 pgs.)
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PATTI HESPELL

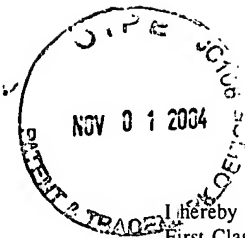
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Date: October 29, 2004

Patti Hespell
Patti Hespell

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | | | |
|--|-----------------------------|-------------------------------|---------------------------|
| SERIAL NUMBER 10/790,330 | FILING DATE 1 March 2004 | FIRST NAMED INVENTOR KÖNIG | ATTY. DKT. NO. HMM-100 |
| TITLE METHOD AND SYSTEM FOR ADVERTISEMENT DETECTION AND SUBSTITUTION | | ART UNIT 2611 | EXAMINER UNKNOWN |

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

In accordance with the provisions of 37 C.F.R. §1.97, Applicants hereby wish to make of record the references listed on the accompanying PTO Form SB/08B for consideration by the Examiner in the examination of the above-identified patent application. Copies of the patent documents are enclosed.

This Information Disclosure Statement is being submitted:

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check, or authorization to charge deposit account no. 501535, in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

Attached hereto is Form PTO-SB/08B listing documents believed to be relevant to the above-captioned application. It is respectfully requested that these documents be considered by the Examiner. The relevance of each non-English document will be discussed as follows:

REMARKS:

This disclosure statement should not be construed as a representation that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

It is believed that this disclosure complies with the requirements of 37 C.F.R. §§ 1.56, 1.97, and 1.98, and the Manual of Patent Examining Procedures § 609. If for some reason the Examiner considers otherwise, it is requested that the undersigned be contacted by telephone promptly so that any deficiency can be remedied.

Some of the documents may have markings thereon. No significance is intended to be attached to the markings.

The submission of these documents is not intended to be deemed an admission that they constitute analogous art.

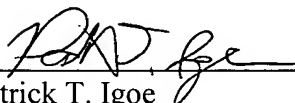
CERTIFICATION

Applicant(s) certify that:

- ☐ (1) Each item or reference was cited in a communication from a foreign patent office in a corresponding foreign application not more than three months prior to the filing date of the Statement; or

- ☐ (2) No item or reference was cited in a communication from a foreign patent office in a corresponding foreign application or, to the knowledge of the Applicant(s), was not known more than three months prior to the filing of the Statement.

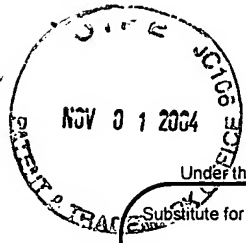
Respectfully submitted,



Patrick T. Igoe
Reg. No. 55,292

Date: 10/29/2004

Technology Patents Licensing, Inc.
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Pipersville, PA 18947
(215) 766-2100



Substitute for form 1449/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete if Known

| | |
|------------------------|----------------|
| Application Number | 10/790,330 |
| Filing Date | 1 March 2004 |
| First Named Inventor | König, Richard |
| Art Unit | 2611 |
| Examiner Name | UNKNOWN |
| Attorney Docket Number | HMM-100 |

Sheet 1 of 1

NON PATENT LITERATURE DOCUMENTS

| Examiner Initials* | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T ² |
|-----------------------|--------------------------|---|----------------|
| | CF | G. M. LANDAU and U. VISHKIN. Pattern matching in a digitized image. Algorithmica, 12(3/4):375-408, 1994. | |
| | CG | GREG PASS, RAMIN ZABIH, JUSTIN MILLER: Comparing Images Using Color Coherence Vectors. ACM Multimedia 1996: 65-73. | |
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|-----------------------|--|--------------------|--|
| Examiner Signature | | Date Considered | |
|-----------------------|--|--------------------|--|

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.
1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.
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